

**WHAT IS CLAIMED IS:**

1. A heat radiation shield coating composition containing a black pigment which exhibits a reflectance of not below 8.0 % relative to a solar radiation in the 780 -  
5 2,100 nm wavelength region.

2. The coating composition of claim 1, wherein said black pigment exhibits a reflectance of not higher than 15 % relative to a radiation at any wavelength in the 400 - 700 nm visible region.

10 3. The coating composition of claim 1, wherein said black pigment is a calcined pigment which contains  $\text{Fe}_2\text{O}_3$  and also  $\text{Cr}_2\text{O}_3$  and/or  $\text{Mn}_2\text{O}_3$  in the total amount of 20 - 100 % by weight.

15 4. The coating composition of claim 1, wherein said black pigment is contained in the amount of not less than 0.1 % by weight.

5. The coating composition of claim 1, wherein said black pigment is contained in the amount of not less than 0.5 %, based on the total weight of all pigments.

20 6. The coating composition of claim 1, wherein a polyester, acrylic, fluoro or chloro resin is contained as a binder component.

7. The coating composition of claim 6, further containing a melamine resin and/or blocked isocyanate.

8. A heat radiation shield plate coated with the coating composition of claim 1.